

MARCH / APRIL 2024



PAUL MITCHELL
TEA TREE
A TOTAL RENEWAL

pages 2-3

A TOTAL RENEWAL

Don't settle—find the one that's effortlessly cool and gives you tingles all over. Tea Tree is the one you've been searching for, and it's got a whole new look

WHY THE UPGRADE?

Our new labels and transparent bottles increase recyclability and feature an embossed S for shampoo and C for conditioner to offer tactile differentiation between products. Plus, our bottles and jars are now made from 100% PCR and tubes will be 25% PCR by 2025—so we can use less energy and fossil fuels and save the environment from excess pollution and wasted resources.*

*Excludes caps and closures.



FULL LINEUP OF PRODUCTS OFFERED: TEA TREE SPECIAL

CARE

Tea Tree Special Shampoo®, Tea Tree Special Conditioner®, Tea Tree Hair & Scalp Treatment®, and Tea Tree Hair & Body Moisturizer®

BODY

Tea Tree Body Bar®, Tea Tree Hand Soap®, and Tea Tree Shave Gel®

STYLE

Tea Tree Shaping Cream™, Tea Tree Grooming Pomade®, Tea Tree Styling Wax®, Tea Tree Firm Hold Gel®, and Tea Tree Styling Gel®

ALSO COMING MARCH/APRIL:

TEA TREE SPECIAL DETOX

Tea Tree Special Detox Kombucha Rinse and Tea Tree Special Detox Foaming Salt Scrub

TEA TREE SPECIAL COLOR

Tea Tree Special Color Shampoo® and Tea Tree Special Color Conditioner®

LEMON SAGE

NEW Coastal Sage & Lemon Fragrance

Lemon Sage has a bright new fragrance to match its refreshed look! Enjoy a sundrenched citrus breeze over notes of wild sage, crushed rosemary and coastal lavender with a hint of delicate florals, warm amber and sheer musk.

CARE

Lemon Sage Thickening Shampoo®, and Lemon Sage Thickening Conditioner®

STYLE

Lemon Sage Thickening Spray®

NEW! TEA TREE SPECIAL SHAMPOO® AND CONDITIONER IN ALUMINUM BOTTLES

Rejuvenate your senses. Reuse your bottle.

These durable aluminum bottles are the perfect complement to Tea Tree Special® Shampoo and Conditioner Pouches. After you've used them up once, you can reuse them again and again—they're dependable like that.

**TEA TREE SPECIAL SHAMPOO
FILLED ALUMINUM BOTTLE 16.9 OZ.**

**TEA TREE SPECIAL CONDITIONER
FILLED ALUMINUM BOTTLE 16.9 OZ.**



WYOMING, COLORADO AND NEW MEXICO SALES ONLY



NEW! TEA TREE SPECIAL SHAMPOO® BAR

A shampoo so special, we couldn't keep it bottled up.

Experience the refreshment of tea tree, now in a convenient bar form with zero plastic packaging. Invigorate mind and body with tea tree oil, peppermint and lavender essential oils and the distinctive Tea Tree Special fragrance in a solid, disc-shaped format.

TEA TREE SPECIAL SHAMPOO® BAR 2.8 OZ.

FREE! MERCHANDISER

PURCHASE

6 Tea Tree Special Shampoo Bar 2.8 oz.

RECEIVE FREE

1 Tea Tree Special Shampoo Bar Merchandiser



INTRODUCING

TEA TREE LEMON SAGE THICKENING BLOWOUT GEL AND TREATMENT

Take Fine Hair to New Heights

FRAGRANCE ELEVATION

Tea Tree Lemon Sage has a bright new scent to match its refreshed look! Enjoy a sundrenched citrus breeze over notes of wild sage, crushed rosemary and coastal lavender with a hint of delicate florals, warm amber and sheer musk.

LEMON SAGE THICKENING BLOWOUT GEL 5.1 OZ.

VOLUMIZING STYLER

Adds body, protects hair from heat, soft hold and control lasts all day, lightweight, non-greasy formula, banishes flyaways and smooths frizz

LEMON SAGE THICKENING TREATMENT 5.1 OZ.

VOLUMIZING HAIR MASK

Weekly at-home treatment provides volume to fine, limp strands. Hair feels instantly softer with natural movement. It's extremely lightweight and won't weigh down even the finest hair, and boosts body and adds fullness to every style.



LEMON SAGE BOGO

PURCHASE

1 Lemon Sage Thickening Treatment 5.1 oz.

RECEIVE 50% OFF

1 Lemon Sage Thickening Blowout Gel 5.1 oz.



LEMON SAGE SALON KIT

PURCHASE

6 Lemon Sage Thickening Blowout Gel 5.1 oz.

6 Lemon Sage Thickening Treatment 5.1 oz.

RECEIVE FREE

1 **NEW** Lemon Sage Thickening Shampoo 33.8 oz. 1

NEW Lemon Sage Thickening Conditioner 33.8 oz. 1

Lemon Sage Thickening Treatment 5.1 oz.

1 Lemon Sage Thickening Blowout Gel 5.1 oz.

WYOMING, COLORADO AND NEW MEXICO SALES ONLY

EARTHY VIBES

Enjoy your Tea Tree go-tos and scan the included code to plant a free tree in honor of Earth Month.

INVIGORATING TINGLE

INCLUDES

- 1 Tea Tree Special Shampoo 10.14 oz.
- 1 Tea Tree Special Conditioner 10.14 oz.

ENERGIZING VOLUME

INCLUDES

- 1 Lemon Sage Thickening Shampoo 10.14 oz.
- 1 Lemon Sage Thickening Conditioner 10.14 oz.

SCALP CARE

INCLUDES

- 1 Tea Tree Scalp Care Regenplex Shampoo 10.14 oz.
- 1 Tea Tree Scalp Care Regenplex Conditioner 10.14 oz.

COLOR-PRESERVING

INCLUDES

- 1 Tea Tree Special Color Shampoo 10.14 oz.
- 1 Tea Tree Special Color Conditioner 10.14 oz.

SOOTHING HYDRATION

INCLUDES

- 1 Lavender Mint Moisturizing Shampoo 10.14 oz. 1
- Lavender Mint Moisturizing Conditioner 10.14 oz.



VEGAN VIBES

Save on styling favorites or try something new with these conveniently packaged, complementary duos.

CONDITION + DEFINE

INCLUDES

- 1 Round Trip 6.8 oz.
- 1 Sculpting Foam 6.7 oz.

BODY + VOLUME

INCLUDES

- 1 Extra-Body Boost 8.5 oz.
- 1 Extra-Body Sculpting Foam 6.7 oz.

SCULPT + PROTECT

INCLUDES

- 1 Super Sculpt 8.5 oz.
- 1 Hot Off The Press 6 oz.

REFRESH + HOLD

INCLUDES

- 1 Freeze and Shine Super Spray® 8.5 oz.
- 1 Dry Wash® 6.6 oz.



9BV

9PA

THE DEMI

INCLUDES

- 1 The Demi 9PA 2 oz.
- 1 The Demi 9BV 2 oz.



WYOMING, COLORADO AND NEW MEXICO SALES ONLY



PAUL MITCHELL



GRAB & GO DUOS

Double up and save on must-have stylers.

TEA TREE GROOMING POMADE

INCLUDES

2 Tea Tree Grooming Pomade 3 oz.



TEA TREE SHAPING CREAM

INCLUDES

2 Tea Tree Shaping Cream 3 oz.



CLEAN CUT

INCLUDES

2 Mitch Clean Cut 3 oz.



REFORMER

INCLUDES

2 Mitch Reformer 3 oz.



ORIGINAL POMADE

INCLUDES

2 MVRCK Original Pomade 3 oz.



HIGH HOLD POMADE

INCLUDES

2 MVRCK High Hold Pomade 3 oz.



OPEN STOCK STYLE GRAB & GO

CHOOSE FROM

- Fast Drying Sculpting Spray 8.5 oz.
- Super Clean Sculpting Gel 6.8 oz.
- Soft Sculpting Spray Gel 8.5 oz.
- Soft Spray 8.5 oz.
- Extra-Body Sculpting Gel 6.8 oz.
- Thicken Up 6.8 oz.
- Quick Slip 6.8 oz.
- Ultimate Wave 6.8 oz.
- Fast Form 6.8 oz.
- Twirl Around 5.1 oz.
- Super Skinny Relaxing Balm 6.8 oz.

SAVE 20% BOND RX LIGHTENER 24 OZ.

WHY YOU'LL LOVE IT

- Quick lift—fast, controlled lift up to 7 levels
- Ideal texture—stays put, remains moist and spreads easily
- Conditioning formula—includes baobab oil
- Ideal for all types of lightening services, from subtle lifting to bright blonding, no heat required

PAUL MITCHELL
BOND RX



WYOMING, COLORADO AND NEW MEXICO SALES ONLY

INTRODUCING COLOR XG® COVERSMART® TRUFFLES

Take a bite out of this delicious new range of elegant chocolate truffle tones. Featuring five new shades in crisp, cool natural tones, enjoy these decadent chocolate-inspired truffle flavors from our luxurious Italian hair color collection.

COLOR XG® COVERSMART® 3 OZ.



55CN
55/013

66CN
66/013

77CN
77/013

88CN
88/013

99CN
99/013

FREE! DEVELOPER WITH COLOR PURCHASE

PURCHASE

6 The Color 3 oz. (Stylist Choice)

RECEIVE FREE

1 Cream 20 Volume Developer 33.8 oz.

OR

1 Cream 10 Volume Developer 33.8 oz.

PURCHASE

6 The Color XG 3 oz. (Stylist Choice)

RECEIVE FREE

1 Cream 20 Volume Developer 33.8 oz.

OR

1 Cream 10 Volume Developer 33.8 oz.

FREE! LIMITED EDITION APRON WITH COLOR PURCHASE

PURCHASE

10 Colorways 3.4 oz. (Stylist Choice)

RECEIVE FREE

1 Limited Edition Aqua Colorways Apron

OR

1 Limited Edition Hot Pink Colorways Apron



WYOMING, COLORADO AND NEW MEXICO SALES ONLY



**AWAPUHI
WILD GINGER®
COUNTER DISPLAY KIT**

PURCHASE

- 3 HydraSoft Shampoo 8.5 oz.
- 3 HydraSoft Conditioner 8.5 oz.
- 3 HydraSoft Glossing Treatment 8 oz.
- 3 Nourishing Shampoo 8.5 oz.
- 3 Cream Rinse 8.5 oz.
- 3 Intensive Treatment 5.1 oz.
- 3 HydroCream Whip - 50% VOC 6.7 oz.
- 3 Styling Treatment Oil 3.4 oz.
- 3 Texturizing Sea Spray 5.1 oz.

RECEIVE FREE

- 3 Nourishing Shampoo 2.5 oz.
- 3 Cream Rinse 2.5 oz.
- 3 HydraSoft Shampoo 2.5 oz.
- 3 HydraSoft Conditioner 2.5 oz.
- 3 Styling Treatment Oil 0.85 oz.
- 1 Counter Display



**FREE! HOT OFF THE
PRESS® WITH PURCHASE**

PURCHASE

- 1 Neuro Style Iron 1"

RECEIVE FREE

- 1 Hot Off The Press 6 oz.

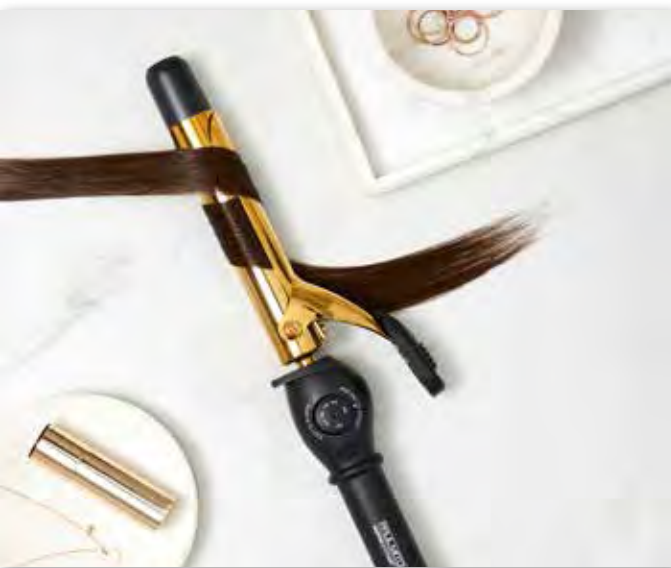


PURCHASE

- 1 Express Ion Smooth+

RECEIVE FREE

- 1 Hot Off The Press 6 oz.



**25% OFF EXPRESS GOLD®
CURL SPRING & MARCEL IRONS**

EXPRESS GOLD® CURL

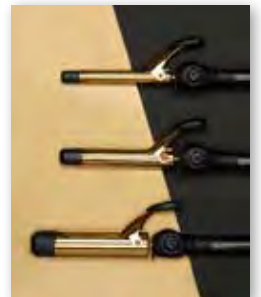
- Adjustable temperature control; quickly heats up to 430°F
- Extra-long cool tip and insulated thumb grip ensure comfort and total control
- Locking temperature dial for safe operation

EXPRESS GOLD® CURL MARCEL

- Ergonomic locking-and-rotating handle
- Adjustable temperature control; quickly heats up to 430°F
- Locking temperature dial for safe operation

CHOOSE FROM

- Express Gold Curl .75"
- Express Gold Curl 1"
- Express Gold Curl 1.5"
- Express Gold Curl Marcel .75".
- Express Gold Curl Marcel 1"
- Express Gold Curl Marcel 1.25"



WYOMING, COLORADO AND NEW MEXICO SALES ONLY



SPRING REFRESH PACK

- PURCHASE**
- 1 Equilibrium Shampoo 10.14 oz.
 - 1 Equilibrium Conditioner 10.14 oz.
 - 1 Day By Day 8.45 oz.
- RECEIVE FREE**
- 1 Deluxe Prime 8.79 oz.
- TCP12C24

SAVE 28%



SAVE 20%

INFUSION LINE BUNDLE

- PURCHASE**
- 2 Infusion Shampoo 33.81 oz.
 - 2 Infusion Conditioner 33.81 oz.
 - 1 Bidimensional Shampoo 33.81 oz.
- RECEIVE FREE**
- 2 Night Spa 8.45 oz.
- TCP32C24

DELUXE PRIME LINE BUNDLE

- PURCHASE**
- 1 Deluxe Prime Conditioner 10.55 oz.
 - 1 Deluxe Prime 8.79 oz.
 - 1 Deluxe Prime Mask 6.33 oz.
- RECEIVE FREE**
- 1 Deluxe Prime Shampoo 10.55 oz.
- TCP22C24

SAVE 22%



THE STARTER PACK

- PURCHASE**
- 1 Bidimensional Shampoo 33.81 oz.
 - 1 Lipidic 21.97 oz.
 - 2 Intensive Nutrition 33.81 oz.
 - 1 Deep Reconstruction Fluid 16.9 oz.
 - 1 No Metal Equalizer Shampoo 33.81 oz.
 - 1 Refil K-Recovery Extreme Reconstruction Conditioner 21.98 oz.
 - 1 Volume Therapy Miracle Conditioner 21.98 oz.
 - 1 Proteic 21.98 oz.
- RECEIVE FREE**
- 2 Recovery Complex 2.02 oz. each - 180ml total
 - 2 Day By Day 8.45 oz.
 - 2 Hair Protector 8.45 oz.
- TCP122C24

SAVE 19%





SMOOTHING TREATMENT BUNDLE

PURCHASE

- 1 High Liss 21.97 oz.
- 1 High Liss Blond 21.97 oz.
- 1 Clarifying Shampoo 33.81 oz.

RECEIVE FREE

- 4 Day By Day 8.45 oz.

TCP42C24

**SAVE
19%**

DEEP REPAIR PACK

PURCHASE

- 1 BI Dimensional Shampoo 33.81 oz.
- 1 Lipidic 21.97 oz.
- 1 Intensive Nutrition 33.81 oz.

RECEIVE FREE

- 2 Frizz Zero Shampoo 10.55 oz.
- 2 Frizz Zero Conditioner 10.55 oz.

TCP52C24

**SAVE
35%**



**SAVE
27%**

PERFECTLY PERFECT BUNDLE

PURCHASE

- 1 Perfect Shampoo 10.14 oz.
- 1 Perfect Conditioner 10.14 oz.
- 1 Perfect Mask 6.35 oz.

RECEIVE FREE

- 1 Deluxe Prime Plus+ 9.15 oz.

TCP62C24



THE TREATMENT PACK

PURCHASE

- 1 BI Dimensional Shampoo 33.81 oz.
- 1 Lipidic 21.97 oz.
- 1 Intensive Nutrition 33.81 oz.

RECEIVE FREE

- 1 Proteic 21.98 oz.

TCP102C24

**SAVE
25%**



SAVE 21%

THE EQUILIBRIUM BUNDLE

PURCHASE

- 1 Equilibrium Shampoo 33.81 oz.
- 1 Equilibrium Conditioner 33.81 oz.
- 2 Equilibrium Conditioner 300ml -AMZ Conservation

RECEIVE FREE

- 2 Equilibrium Shampoo 300ml - AMZ Conservation

TCP112C24



SAVE 27%

DEEP HYDRATION BUNDLE

PURCHASE

- 2 Ultra Hydration Shampoo 10.14 oz.
- 2 Ultra Hydration Conditioner 10.14 oz.

RECEIVE FREE

- 1 Night Spa 8.45 oz.

TCP72C24

THE DEEP CLEAN BUNDLE

PURCHASE

- 1 Therapy Shampoo 10.14 oz.
- 1 Deluxe Prime Plus+ Mask 6.33 oz.

RECEIVE FREE

- 1 Therapy Shampoo 10.14 oz.

TCP92C24



SAVE 31%



SAVE 20%

TOTAL #TRUSSFORMATION BUNDLES

PURCHASE

- 2 Air Libre Bleaching Powder 17.63 oz.
- 4 Toner - Dark Chestnut Blonde 6.7 2.11 oz.
- 1 Refil K-Recovery Extreme Reconstruction Conditioner 21.98 oz.

RECEIVE FREE

- 1 Color Chart Truss With Red Colors
- 4 Semi Permanent - 7.7 Medium Chestnut Blonde 2.11 oz.

TCP82C24A

PURCHASE

- 2 Air Libre Bleaching Powder 17.63 oz.
- 4 Permanent - 7.47 Medium Copper Chestnut Blonde 2.11 oz.
- 1 Refil K-Recovery Extreme Reconstruction Conditioner 21.98 oz.

RECEIVE FREE

- 1 Color Chart Truss With Red Colors
- 4 Dark Copper Chestnut Blonde 6.47 S/P 2.11 oz.

TCP82C24B

PURCHASE

- 2 Air Libre Bleaching Powder 17.63 oz.
- 4 Toner - 11.21 Super High Lift Violet Ash Blond 2.11 oz.
- 1 Refil K-Recovery Extreme Reconstruction Conditioner 21.98 oz.

RECEIVE FREE

- 1 Color Chart Truss With Red Colors
- 4 Toner - 11.20 Super Ultra Light Platinum Blonde 2.11 oz.

TCP82C24C

PURCHASE

- 2 Air Libre Bleaching Powder 17.63 oz.
- 4 Toner - 8.73 Light Brown Golden Blonde 2.11 oz.
- 1 Refil K-Recovery Extreme Reconstruction Conditioner 21.98 oz.

RECEIVE FREE

- 1 Color Chart Truss With Red Colors
- 4 Toner - 0.03 Natural Golden 2.11 oz.

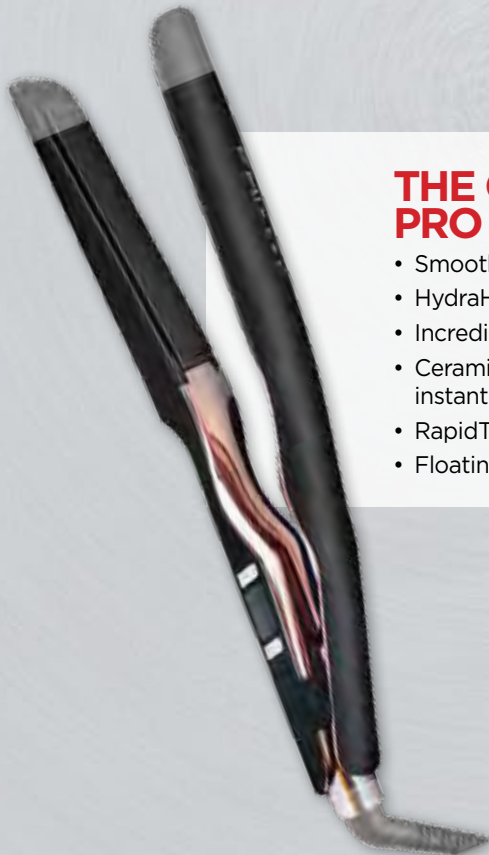
TCP82C24D

BUY AN INNOVATOR PRO SPEED DRYER AND GET A CURVE PRO STYLING IRON FREE!



THE INNOVATOR PRO SPEED DRYER

- Features a unique, light weight T - shaped design ensuring perfect balance and performance
- Digital Brushless (BLDC) Motor: Improves performance, precision, and longevity
- Extreme Speed: Motor runs at 110,000 Rotations Per Minute
- Ultra-light: Weighs only 10.5 ounces! (without cord)
- Auto Clean System: Used to deep clean system
- Eco Friendly: Low Energy Consumption



THE CURVE PRO STYLING IRON

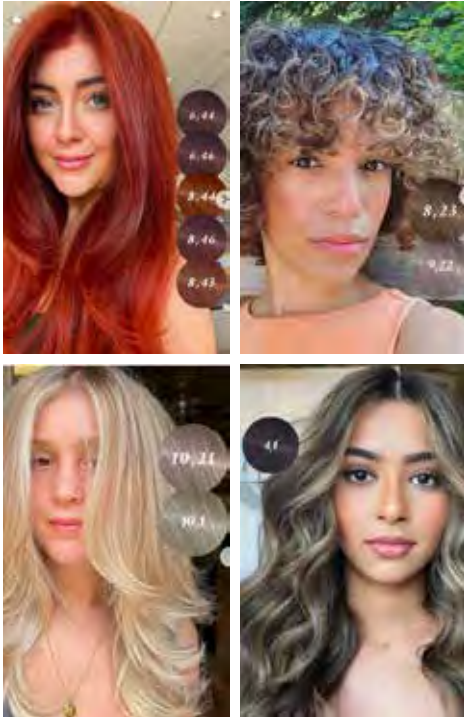
- Smooth, curl or wave hair in less time than a traditional iron!
- HydraHeat™ technology seals in vital moisture and reduces frizz
- Incredibly ergonomic, fitting right to the curve of your hand!
- Ceramic plates infused with smoothing tourmaline and magnesium, instantly lock in moisture, leaving hair healthy and hydrated!
- RapidTek™ Digital Technology instantly heats up to 450°F in 10 seconds
- Floating plates, 1 hour auto shut-off, worldwide voltage

SAVE
28%

BOTH FOR ONLY

FHIDRYIRN23

EVERY SEASON BRINGS NEW POSSIBILITIES: INTRODUCING THE PALETTE SPRING



Introducing The Palette, where we are creating a community approach to color, sharing techniques, tips and inspiration from our very own Davines Educators!

We're so excited to debut this year-long initiative, as we dive into our Davines color portfolio, letting the seasons inspire our creativity.

PURCHASE

- 8 Choice of Mask with Vibrachrom 100ml
- 8 Choice of View 60ml

RECEIVE FREE

- 1 Activator 10 Vol. 900ml
- 1 Minu Hair Mask 1000ml (Stickered)
- 1 **NEW** Davines Blending Brush
- 1 Coastline Reflects Salon Guide

DAVJANFEB24

davines
beauty + sustainability



SAVE
34%

WE STAND TRAVEL KIT

Grow Beautiful represents Davines' global socio-environmental initiative focused on taking climate action through regenerative agriculture. Our Grow Beautiful Regenerative Travel Kit features our We Stand/for regeneration hair & body wash bar, formulated with white yarrow extract, the first ever Davines-grown regenerative organic ingredient; MOMO conditioner; and the limited-edition Davines circularity comb, made with 100% uprecycled materials from Davines products.

Beauty grows in Nature, and in our nature, too.



WE STAND/TRAVEL KIT

INCLUDES

- 1 We Stand Limited Edition Hair & Body Wash Bar
- 1 Solid Shampoo Metal Case
- 1 MOMO Conditioner 75ml
- 1 Davines Circularity Comb
- 1 Regenerative Organic Travel Cube

DAVJANFEB523

SAVE
30%



COLORADO AND NEW MEXICO SALES ONLY

DISCOVER NEW POSSIBILITIES WITH MORE INSIDE AND COASTLINE REFLECTS

We're pleased to introduce you to our Coastline Reflects Collection, inspired by the sea, sun and sky. Featuring eight wearable looks, this collection embraces the natural beauty of all hair types. Bring the magic of this collection into your salon with More Inside.

Purchase your choice of More Inside products, and you will receive stickered testers used in the collection, allowing you to experiment with and create your own renditions of a variety of styles. The Collection is sure to inspire, as the possibilities within More Inside are limitless... expand your creative potential with this exciting opportunity!



SAVE 30%

LARGE PROMO

PURCHASE

18 More Inside Retail Sizes (Stylist Choice)

RECEIVE FREE

- 1 This is a Dry Texturizer 250ml (Stickered)
- 1 This Is A Strong Dry Wax 75ml (Stickered)
- 1 This is a Shimmering Mist 200ml (Stickered)
- 1 This is a Blow Dry Primer 250ml (Stickered)
- 1 This is Invisible Serum 50ml (Stickered)
- 1 This is Relaxing Moisturizing Fluid 125ml (Stickered)
- 1 This is an Oil Non Oil 250ml (Stickered)
- 1 This is a Curl Building Serum 250ml (Stickered)
- 1 Coastline Reflects Salon Menu

DAVJANFEB324

SMALL PROMO

PURCHASE

6 More Inside Retail Sizes (Stylist Choice)

RECEIVE FREE

- 1 This is a Dry Texturizer 250ml (Stickered)
- 1 This is a Shimmering Mist 200ml (Stickered)
- 1 Coastline Reflects Salon Menu

DAVJANFEB124

SAVE 31%

davines
beauty + sustainability

NATURALTECH TAILORING

A CUSTOMIZABLE SALON-EXCLUSIVE SERVICE LINE



SMALL PROMOTION

This small deal is a stylist starter kit that can be sold in two ways: 1) standalone 2) with any other new door intro.

\$370 buy in = 150 applications and
\$4,149.60 PROFIT with ONE FULL SET*

PURCHASE

- 1 Full Systems (1 of each Base + 1 of each Booster)
- NT Volume Base 500ml
- NT Moisture Base 500ml
- NT Radiance Base 500ml
- NT Strength Base 500ml
- NT Hydrating Booster 150ml
- NT Illuminating Booster 150ml
- NT Volumizing Booster 150ml
- NT Fortifying Booster 150ml
- NT Controlling Base 150ml
- NT Blonde Bright Booster 150ml

DAVJULAUG623

RECEIVE FREE

- 1 NT Tailoring Salon Display Kit
- 6 NT Tailoring Bottle Applicators
- 4 NT Tailoring Base Pumps
- 1 NT Tailoring Technical Dossier
- 1 NT Tailoring Launch Brochure
- 1 Treatment Success Lab Access
- 1 NT Tailoring Mirror Clings (Set of 3)

SAVE 18%

*Profitability calculated using \$30 service charge. Recommended Naturaltech Tailoring Service price is 20% of color or cut service.

COLORADO AND NEW MEXICO SALES ONLY

NEW! FRIZZ CONTROL SHAMPOO & CONDITIONER

Say goodbye to frizzy hair with NEW Frizz Control Shampoo and Conditioner!

- Universal frizz-fighting formulas
- Reduce static and flyaways by 99%¹
- Frizz control for up to 72 hours²
- Reduce frizz by up to 73%³

2.4 oz.
8.5 oz.
33.8 oz.

NEW



FRIZZ CONTROL SALON INTRO

PURCHASE

- 6 Frizz Control Shampoo 8.5 oz.
- 6 Frizz Control Conditioner 8.5 oz.
- 6 Frizz Shield Spray 5.4 oz.

RECEIVE FREE

- 6 Frizz Control Intro Sets
- 6 MoroccanOil Towel Twists
- 1 Counter Card

MORPRO2326US

SAVE 32%

FRIZZ CONTROL INTRO SET

INCLUDES

- 1 Frizz Control Shampoo 2.4 oz.
- 1 Frizz Control Conditioner 2.4 oz.
- 1 Frizz Shield Spray 1.7 oz.

MORPRO2320

SAVE 29%

¹Based on instrumental testing comparing MoroccanOil Frizz Control Shampoo and Conditioner to a standard shampoo and conditioner. ²Results based on an independent lab study. ³Based on instrumental testing of the effects of MoroccanOil Frizz Control Shampoo and Frizz Control Conditioner when used with MoroccanOil Frizz Shield Spray.

DISCOVERY SETS

Discover a complete argan oil-infused regimen in convenient mini sizes, including a luxe cosmetic bag.



HYDRATION SET

INCLUDES

- 1 Hydrating Shampoo 2.4 oz.
- 1 Hydrating Conditioner 2.4 oz.
- 1 MoroccanOil Treatment .85 oz.
- 1 Hand Cream - Fragrance Originale 1.35 oz.
- 1 Luxe Cosmetic Bag

MORPRO2406US

REPAIR SET

INCLUDES

- 1 Moisture Repair Shampoo 2.4 oz.
- 1 Moisture Repair Conditioner 2.4 oz.
- 1 MoroccanOil Treatment .85 oz.
- 1 Hand Cream - Fragrance Originale 1.35 oz.
- 1 Luxe Cosmetic Bag

MORPRO2408US

VOLUME SET

INCLUDES

- 1 Extra Volume Shampoo 2.4 oz.
- 1 Extra Volume Conditioner 2.4 oz.
- 1 MoroccanOil Treatment Light .85 oz.
- 1 Hand Cream - Fragrance Originale 1.35 oz.
- 1 Luxe Cosmetic Bag

MORPRO2407US

BODY SET

INCLUDES

- 1 MoroccanOil Treatment .85 oz.
- 1 Brumes Du Maroc Hair and Body Mist 1 oz.
- 1 Hand Cream - Fragrance Originale 1.35 oz.
- 1 Shower Gel - Fragrance Originale 1 oz.
- 1 Luxe Cosmetic Bag

MORPRO2409US

MOROCCANOIL.

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

NEW! BLONDE VOYAGE CREAM LIGHTENER

3 WAYS TO PLAY

Powder, Cream, or Clay?

Get creative with high-performing Blonde Voyage Lighteners for every client and technique.



BLONDE VOYAGE POWDER LIGHTENER

A stylist favorite, this high-performing, multi-purpose lightener delivers up to 9 levels of controlled and reliable lift.

17.6 oz.

32 oz.



NEW! BLONDE VOYAGE CREAM LIGHTENER

Gentle cream formula ideal for damaged hair or sensitive scalp. Up to 8 levels of lift.

8.8 oz.



BLONDE VOYAGE CLAY LIGHTENER

Easy-to-use clay formula delivers precision application for all freehand techniques. Up to 8 levels of lift.

14.1 oz.

BLONDE VOYAGE SMALL INTRO

PURCHASE

- 2 Blonde Voyage Powder Lightener 32 oz.
- 4 Oxidative Cream Developer 33.8 oz. (Stylist Choice)

RECEIVE FREE

- 1 Blonde Voyage Cream Lightener 8.8 oz.
- 1 Blonde Voyage Clay Lightener 14.1 oz.
- 6 Color Calypso Demi-Permanent Gloss 2 oz. (Stylist Choice)
- 1 Color Calypso Demi-Permanent Gloss Activator 33.8 oz.
- 1 Blonde Voyage Brochure

MORHCSBV324

SAVE 44%



BLONDE VOYAGE LARGE INTRO

PURCHASE

- 4 Blonde Voyage Powder Lightener 32 oz.
- 4 Oxidative Cream Developer 33.8 oz. (Stylist Choice)
- 4 Blonde Perfecting Purple Shampoo 6.7 oz.
- 4 Blonde Perfecting Purple Conditioner 6.7 oz.

RECEIVE FREE

- 1 Blonde Voyage Cream Lightener 8.8 oz.
- 1 Blonde Voyage Clay Lightener 14.1 oz.
- 1 Blonde Perfecting Purple Shampoo 33.8 oz.
- 1 Blonde Perfecting Purple Conditioner 33.8 oz.
- 12 Color Calypso Demi-Permanent Gloss 2 oz. (Stylist Choice)
- 1 Color Calypso Demi-Permanent Gloss Activator 33.8 oz.
- 12 Color Depositing Mask Clear 1 oz.
- 3 Planchettes
- 3 Haircolor Brush - Large
- 3 Haircolor Brush - Small
- 1 Blonde Voyage Brochure

MORHCLBV324

SAVE 49%



MOROCCANOIL

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY



COLOR INFUSION PURE COLOR MIXERS BUY 4, GET 4 FREE!

MIX & MATCH FROM

- Color Infusion Pure Color Mixer Grey
- Color Infusion Pure Color Mixer Green
- Color Infusion Pure Color Mixer Blue
- Color Infusion Pure Color Mixer Violet
- Color Infusion Pure Color Mixer Yellow
- NEW** Color Infusion Pure Color Mixer Orange
- Color Infusion Pure Color Mixer Red

SAVE
50%

CLARIFYING SHAMPOO PROMOTION

SAVE 32% and remove everyday buildup without stripping moisture, restoring hair and scalp to a healthy-looking balance.

PURCHASE

6 Clarifying Shampoo 8.5 oz.

RECEIVE FREE

1 Clarifying Shampoo 33.8 oz.

MORCLSH324

SAVE
32%



SNEAK PEEK! MOROCCANOIL TREATMENT PURPLE COMING SOON!

Experience the haircare benefits you know and love, now enhanced with violet pigments to enhance cool tones and neutralize brassiness.

Take advantage of this salon-exclusive prelaunch!

0.85 oz.

1.7 oz.

MOROCCANOIL.

A WORLD OF OIL-INFUSED BEAUTY

CALIFORNIA, COLORADO AND NEW MEXICO SALES ONLY

SILKLIFT LIGHT AND BRIGHT PROMOTION

GOLDWELL.

SILKLIFT STRONG

PURCHASE

2 LightDimensions SilkLift Strong 500g

RECEIVE FREE

1 LightDimensions SilkLift 6% Conditioning Cream Developer 750ml
 1 LightDimensions SilkLift 9% Conditioning Cream Developer 750ml
 GOLSLST24

SILKLIFT ZERO AMMONIA

PURCHASE

2 LightDimensions SilkLift Zero Ammonia 500g

RECEIVE FREE

1 LightDimensions SilkLift 6% Conditioning Cream Developer 750ml
 1 LightDimensions SilkLift 9% Conditioning Cream Developer 750ml



BONDPRO+ SERVICE OFFER

PURCHASE OPEN STOCK

1 BondPro+ Nourishing Fortifier Part 2 500mL
 1 BondPro+ Protection Serum Part 1 500mL
 GOL5S204



KERASILK TRAVEL KITS

Elevate your travel style with limited edition KERASILK Travel Kits.

KERASILK REPAIR TRAVEL

INCLUDES

1 Kerasilk Repairing Shampoo 75mL
 1 Kerasilk Repairing Conditioner 75mL
 1 Kerasilk Recovery Mask 50mL
 1 Kerasilk Repairing Spray 50mL

KERASILK VOLUME TRAVEL

INCLUDES

1 Kerasilk Volumizing Shampoo 75mL
 1 Kerasilk Strengthening Mask 50ml
 1 Kerasilk Volumizing Spray 50mL
 1 Kerasilk Texturizing Spray 75mL
 GOL591049



KERASILK

ARIZONA AND SOUTHERN NEVADA SALES ONLY

KERATIN COMPLEX®

Beautiful hair every day



Transform your Business with Smoothing Treatments for Stronger, Smoother, and Healthier Hair

SAVE \$145

KCMAX™ MAXIMUM KERATIN SMOOTHING SYSTEM

INCLUDES

- 1 KCMAX Maximum Pre-Treatment Shampoo 33.8 oz.
- 1 KCMAX Maximum Smoothing Treatment 33.8 oz.
- 32 KCMAX Daily Treatment Sprays 5 oz.



SAVE \$50 NKST BANDED DUO 33.8 OZ.

INCLUDES

- 1 KC PRIMER Pre-Treatment Shampoo 33.8 oz.
- 1 NKST Smoothing Treatment 33.8 oz.

SAVE \$50 NKSTB BANDED DUO 33.8 OZ.

INCLUDES

- 1 KC PRIMER Pre-Treatment Shampoo 33.8 oz.
- 1 NKSTB Smoothing Treatment 33.8 oz.



The Ultimate Bundle Deal Our longest lasting smoothing treatments + backbar essentials



NKST + SHAMPOO & CONDITIONER KIT

INCLUDES

- 1 NKST System Kit 4 oz.
- 1 KC PRIMER Keratin Pre-Treatment Shampoo
- 4 Keratin Obsessed Multi-Benefit Treatment Spray 5 oz.
- 1 Color Care Shampoo 33.8 oz.
- 1 Color Care Conditioner 33.8 oz.

SAVE 15%

KCXKCA241



NKSTB + SHAMPOO & CONDITIONER KIT

INCLUDES

- 1 NKSTB System Kit 4 oz.
- 1 KC PRIMER Keratin Pre-Treatment Shampoo
- 4 Keratin Obsessed Multi-Benefit Treatment Spray 5 oz.
- 1 Blondeshell Shampoo 33.8 oz.
- 1 Blondeshell Conditioner 33.8 oz.

SAVE 15%

KCXKCA242

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KERATIN COMPLEX®

Beautiful hair every day

Upgrade Your Salon With a Retail Counter Display
and watch your clients get *Keratin Obsessed*®

BUY 11, GET 1 FREE!

INCLUDES

- 12 Keratin Obsessed Multi-Benefit Treatment Spray 1.7 oz.
- 1 Counter Display

KCXKMA243



NEW

WHY WE'RE OBSESSED:

- Instant frizz-fighting results
- Winner! Beauty Innovation Award
- Lightweight spray with 30 hair repair benefits
- Protects from heat damage and blocks humidity
- Adds shine and intensifies hair color vibrancy
- Style Refresher... and so much more!

Angourie Rice's Mean Girls *Red Carpet Look*
Achieved with Keratin Complex!

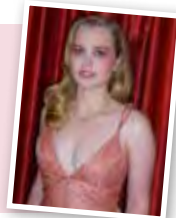
BUY 5, GET 1 FREE! RED CARPET BLOW-DRY KIT

INCLUDES

- 1 Intense RX Repair Serum 1.5 oz.
- 1 Infusion Keratin Replenisher 2.4 oz.

KCXKHK244

Celebrity stylist Clara Leonard gave the lead Angourie Rice the ultimate glam blowout using our Red Carpet Blow Dry Duo featuring Infusion Keratin Replenisher and Intense RX.



Unlock The Secret to Perfect Blonde Hair
Inspired by Angourie Rice's Look!



BUY 3, GET 1 FREE! IT'S A BLONDE THING® KERATIN LIGHTENING SYSTEM

KCXKCIABT4

AMETRINE COLOR TECHNIQUE KIT

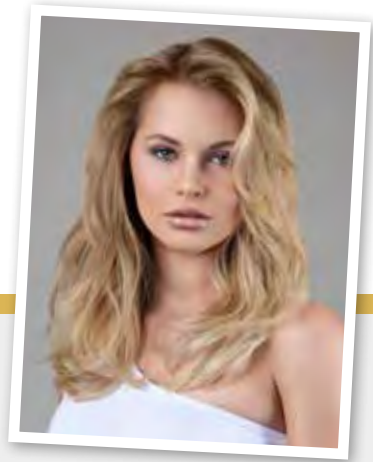
INCLUDES

- 6 KeraLuminous Permanent Hair Color Shades:
(2) 8.0/8N, (2) 8.3/8G, (1) 8.32/8GV, (1) 8.03/8NG
- 1 20 Volume Developer
- 1 10 Volume Developer
- 1 Blondeshell Shampoo 33.8 oz.
- 1 Blondeshell Conditioner 33.8 oz.
- 1 Vanilla Bean Deep Conditioner 7 oz.
- 1 Infusion Keratin Replenisher 4 oz.
- 1 Intense RX 1.5 oz.

KCXKHK245



COLORADO, UTAH, NEW MEXICO AND ARIZONA SALES ONLY



MASTER BLONDE ARTISTRY WITH OUR EXCLUSIVE DEALS!

SAVE 20% HONEY BLONDE TECHNIQUE KIT

Master our favorite Honey Blonde look with this comprehensive bundle and save!

INCLUDES

- 1 Permanent Shade 6.3/ 6G
- 1 Permanent Shade 10.12/10AV
- 1 Permanent Shade 9.3/9G
- 1 Permanent Shade Clear
- 1 Award Winning Shiny Blond
- 1 20 Volume Developer
- 1 30 Volume Developer

CDHHBTK24



SAVE 30% LIGHTENER TRY ME KIT

Take your blondes to the next level! This kit includes our ammonia-free powder lighteners and our award-winning Shiny Blond clay-based lightening cream.

INCLUDES

- 1 Violet Powder Lightener
- 1 Blue Powder Lightener
- 1 White Powder Lightener
- 1 Award Winning Shiny Blond
- 1 20 Volume Developer
- 1 30 Volume Developer
- 1 Reconstruction Oil 100ml



CDHTRYME24

**Limit 3 per customer*



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BLONDE
TECHNIQUE!

#SimplyLuxuriousColor

Get social with us!  

#ColorDesignHair @colordesignhair

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VIRTUAL
EDUCATION!



GOLDEN HONEY BLONDE WITH SHADOW ROOT

COLOR TECHNIQUE: Micro Slices / Foliage



Model
Natural level: 5/6
Desired level: 8



Who is the ideal client for this look?

The ideal client for a golden blonde with shadow root hair color would typically be someone with a warm skin tone and light to medium natural hair color. This combination helps create a harmonious and natural look, enhancing the overall appearance of the hair.

How long does this look take and how is it priced?

The time it takes to achieve a golden blonde with shadow root hair color can vary depending on factors such as the starting hair color, hair length, and the stylist's experience. On average, it might take around 2 to 4 hours for the entire process, including the color application and processing time.

As for pricing, it also varies based on factors like salon location, stylist expertise, and the products used. Generally, this type of coloring could be priced as a combination of the base color, highlights, and shadow root application. It's best to consult with a salon or stylist for an accurate quote based on your specific hair and desired outcome.

What is the maintenance schedule of this look?

Bright cool blonde requires regular care to keep the color vibrant and your hair healthy.

- **Color Refresh:** Depending on how quickly your hair grows and the contrast between your natural hair color and the shadow root, you might need a color touch-up every 4 to 6 weeks.
- **Toning:** Blondes can sometimes develop unwanted brassy or yellow tones over time. Using a purple shampoo and conditioner can help counteract these tones and keep your color looking fresh.
- **Root Maintenance:** The shadow root effect creates a soft transition between the natural hair color and the blonde. As your roots grow, this transition remains natural-looking. However, if the contrast becomes too noticeable, a touch-up might be needed.

COLOR FORMULAS

FOLIAGE

ColorDesign Shiny Blonde 1 1/2 +
20 volume ColorDesign Developer

MICRO SLICES

ColorDesign 10.12 equal + 30 volume
ColorDesign Developer

SHADOW ROOT

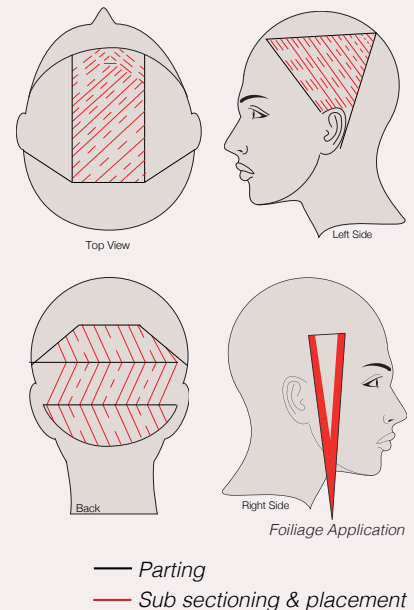
ColorDesign 6.3

GLAZE

ColorDesign 9.3 + Clear equal parts
double 5 volume ColorDesign Developer

Formula steps

- 1 Section head into 6 sections shown in black.
- 2 Starting from back bottom foil on a diagonal micro-slicing every 1/2 inch applying foliage technique every 3rd foil. Alternate directions on the above sections.
- 3 Side sections. First 3 foils are micro-slice then alternate every other with foliage technique section on a diagonal.
- 4 Top. First 3 foils on a diagonal on each side micro sliced. 1 foil across to connect money piece. Continue on a diagonal alternating slicing and foliage.
Process until lightener reaches a level 9.
- 5 After shampoo/ conditioner/ towel dry apply shadow root to the first 11/2 inches from scalp leaving out money piece.
- 6 Apply gloss from shadow root through ends with desired shade process 15 min simultaneously.



#Simply Luxurious Color



OLAPLEX®

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FREE! N^o. 4C LITER

WITH SALON INTRO KIT PURCHASE

PURCHASE

- 1 Salon Intro Kit

INCLUDES

- 1 No. 1 Bond Multiplier 525ml
- 2 No. 2 Bond Perfector 525ml

RECEIVE FREE

- 1 No. 4C Clarifying Shampoo liter
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NO. 4C BOND MAINTENANCE CLARIFYING SHAMPOO

- deep cleansing for vibrant color clarity and soft, shiny hair
- non-stripping and non-drying
- sulfate-free and Ph balanced to maintain hydration
- **Pro Tip** use before a Broad-Spectrum Chelating treatment to remove surface product buildup, excess oil, hard water minerals, chlorine, even heavy metals and pollutants



FREE! N^o. 4C RETAIL

WITH TRAVELING STYLIST KIT PURCHASE

PURCHASE

- 1 Traveling Stylist Kit

INCLUDES

- 1 No. 1 Bond Multiplier 100ml
- 2 No. 2 Bond Perfector 100ml

RECEIVE FREE

- 1 No. 4C Clarifying Shampoo 250ml
OLANO4324

OLAPLEX®

APRIL ONLY



2 FOR \$25 OLAPLEX STYLERS

MIX & MATCH FROM

- No. 4D Clean Volume Detox Dry Shampoo 250ml
- No. 6 Bond Smoother 100ml
- No. 7 Bond Oil 30ml
- No. 9 Bond Protector Nourishing Hair Serum 90ml
- Volumizing Blow Dry Mist 150ml



FREE! N° 8 RETAIL WITH MOISTURE MASK PURCHASE

PURCHASE

1 4-In-1 Moisture Mask 370ml

RECEIVE FREE

1 No. 8 Bond Repair Moisture Mask 100ml

OLANO8424

- highly concentrated reparative mask
- adds shine, smoothness, & body
- provides intense yet weightless moisture

FREE! N° 4C RETAIL WITH TREATMENT PURCHASE

PURCHASE

1 Broad Spectrum Chelating Treatment 370ml

RECEIVE FREE

1 No. 4C Clarifying Shampoo 250ml

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- formulated with a Broad-Spectrum Clarifying System
- remove damaging impurities and buildup
- leaves hair brilliantly clean with airy softness & volume, restored shine, vibrant color clarity, and a clean scalp



PRESENTING NEW PHYTO NOURISHMENT & VOLUME SEGMENTS! BUY 5, GET 1 FREE!

NO MIX OR MATCH

NEW! NOURISHMENT

The care routine for dry and very dry hair to intensely nourish the hair fiber without weighing it down. With Jojoba extract.

CHOOSE FROM

- Nourishing Shampoo 250ml
- Nourishing Conditioner 175ml
- Ultra Nourishing Mask 200ml
- Nourishing Day Cream 50ml

NEW! VOLUME

The care routine that protects the hair fiber from the root to bring volume and lightness to thin flat hair. With Waterlily extract.

CHOOSE FROM

- Volumizing Shampoo 250ml
- Volumizing Conditioner 175ml
- Volumizing Styling Spray 150ml



BUY 2, GET 1 FREE! PHYTO PRO STYLE RANGE

PHYTO
BOTANICAL POWER

NO MIX OR MATCH

CHOOSE FROM

- Volume Mousse
- Matte Texturizing Powder
- Workable Gel
- Curl Cream
- Texturizing Paste
- Shine Wax
- Silk Hair Spray



50% OFF PREVIOUS PHYTOJOBA & PHYTOVOLUME PRODUCTS

GET IT WHILE IT LASTS!

(MINIMUM OF 6 PIECES - MIX OR MATCH)

BUY 2, GET 4 FREE!

PREVIOUS PHYTO BACKBAR

Liters, 400ml and 500ml



SUBTIL 9 TONS PLEX HIGH-PERFORMANCE LIGHTENING POWDER

Up to 9 LEVELS of lift. Enriched with the anti-breakage technology PLEX Polyamino Sugar & Protein to preserve hair's moisture and rebuild the hair fiber. Combination of Blue & Violet pigments for flawless neutralization of orangish yellow to yellow highlights. (DO NOT USE HEAT)

PURCHASE

6 Subtil Blond 9 Tons Plex

RECEIVE FREE

2 Subtil Blond 9 Tons Plex

PLUS FREE

2 Developer Liters of your choice

subtil

20% OFF OUIDAD STYLERS

CURL SHAPER

LOOSE CURLS & WAVE

Out of Thin Hair Jelly
Take Shape Cream
Memory Maker Milk
Bounce Back Mist

CURL QUENCHER

TIGHT CURLS

Moisturizing Styling Gel
Hydrfusion Intense
Curl Cream

COIL INFUSION

COILY CURLS

Soft Stretch Priming Milk
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Good Shape Defining Gel

VITA CURL PLUS

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Soft Defining Mousse

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ALL CURLS

Heat and Humidity Gel
Heat and Humidity Gel
Stronger Hold
Featherlight Styling Cream
Featherlight Touch Up Gel Cream
Volumizing Foam
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Botanical Boost Curl
Clear Control Pomade
Post Workout Mist
Mongongo Oil
Whipped Curls



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FOR MODERN ORIGINAL PEOPLE

PUMP UP THE VOLUME &
SAVE!

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our Lemongrass Collection

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GET 1**

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- MOPLGLS3124 Lemongrass Shampoo 8.45 oz.
- MOPLGLC3124 Lemongrass Conditioner 8.45 oz.
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- MOPLGRL3124 Lemongrass Root Lift 8 oz.

*NO MIX & MATCH

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Featuring botanicals like chamomile and rosemary, this low-ammonia wave strengthens & conditions with true-to-rod size results while enhancing elasticity. The result is a natural looking, resilient texture with a soft, silky shine.



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**ABBA Always Fresh
Dry Shampoo!**

The perfect workout companion! Designed to cleanse and refresh the hair between shampoos, this lightweight formula helps prevent salt build upon the hair from sweat. It also gives hair a natural lift with light texture and removes oils and odors.



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Maintain and Protect Vibrant Color & Restore Hair Health

Each product features ProQuinoa Complex™ for standout performance and purity!



SAVE 33%

PURCHASE

- 6 Color Protection Shampoo 8 oz.
- 6 Color Protection Conditioner 8 oz.

RECEIVE FREE

- 1 Color Protection Shampoo liter
- 1 Color Protection Conditioner liter

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GET SMART ABOUT YOUR LIPS

LIPSMART is a proven and effective solution for all dry lip concerns. Our proprietary formula delivers intense, medical-grade hydration that's clinically proven to provide visible results in just 60 seconds.



KEY BENEFITS

- Visible Results in 60 Seconds
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- Plumps with Moisture
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- Diminishes Fine Lines, Cracks & Flaking
- Helps speed recovery post-procedures



LIPSMART
BUY 10,
GET 2 FREE!

PURCHASE

10 LIPSMART
application tubes 10ml

RECEIVE

2 LIPSMART
application tubes 10ml
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FOR THICK TO COARSE HAIR

Shine on! Our new Glossy formula has an improved consistency with the same moisturizing components you know and love. Powered by peach oil, rosehip oil and squalane, this collection leaves hair feeling soft, hydrated and detangled.



GLOSSY SHAMPOO AND CONDITIONER DUO

FOR THICK TO COARSE HAIR

Save 20% off when you buy as a duo! Verb® Glossy Shampoo + Glossy Conditioner adds extra moisture and intense glossy shine to dry, dull and damaged hair. Maximize these benefits when you use them together.

INCLUDES

- 1 Glossy Shampoo 12 oz.
- 1 Glossy Conditioner 12 oz.

SAVE
20%

PACK YOUR BAGS, BUT DON'T FORGET YOUR TRAVEL KIT! LET'S GO! MINIS TRAVEL KIT

FOR ALL HAIR TYPES

A travel-ready kit of minis packed in a clear Verb® tote for complete on-the-go style. Featuring our best-selling Ghost™ Shampoo and Ghost™ Conditioner powered by moringa oil for weightless hydration, Glossy Shine Spray with Heat Protection provides glass-like shine + heat protection up to 428°F and Volume Dry Texture Spray for award-winning texture and lift.

INCLUDES

- 1 Ghost Shampoo 2.3 oz.
- 1 Ghost Conditioner 2.3 oz.
- 1 Glossy Shine Spray with Heat Protectant 2 oz.
- 1 Volume Dry Texture Spray 1.6 oz.

SAVE
28%



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MODEL: GOLDWELL

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Mountain Star pledges our commitment to you, honoring our motto

"WHATEVER IT TAKES"

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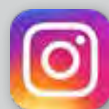
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